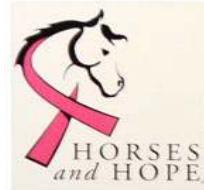


News Release



FOR IMMEDIATE RELEASE

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142 SURVIVORS TO CHAMPION BREAST AND OVARIAN CANCER AWARENESS IN 2016 LONGINES KENTUCKY OAKS SURVIVORS PARADE PRESENTED BY KROGER

Survivors Selected From Across the Nation for Signature Kentucky Derby Weekend Event

LOUISVILLE, KY (Wednesday, March 16, 2016) – Churchill Downs Racetrack (“CDRT”) and its charitable partners Bright Pink® and Horses and Hope today announced the 142 breast and ovarian cancer survivors selected from across the nation to walk in the 2016 Longines Kentucky Oaks Survivors Parade Presented by Kroger. The 142 selected survivors are listed at www.kentuckyderby.com/survivors.

The eighth annual Survivors Parade will take place on Churchill Downs’ historic racetrack immediately prior to the running of the 142nd Longines Kentucky Oaks on May 6, 2016, the day before the Kentucky Derby presented by Yum! Brands. The \$1 million Longines Kentucky Oaks is America’s premier race for 3-year-old fillies and the third most attended horse race in the U.S. behind the Kentucky Derby and Preakness Stakes.

This year’s parade participants were selected through an online process in which the public nominated and selected the individuals to champion breast and ovarian cancer awareness in this year’s Survivors Parade. More than 500 survivors were nominated from across the U.S. and Canada. The 142 survivors selected are from cities as wide ranging as Fort Worth, Texas; New Orleans, La.; Pittsburgh, Pa.; Greenville, R.I.; Lincoln Park, Mich.; Estes Park, Colo.; Palm City, Fla.; Scottsdale, Ariz.; Dorchester, Mass.; Shallow Lake, Ontario; and Louisville, Ky.

The online process also invites the public to donate to Bright Pink®, a national breast and ovarian cancer organization, through the Kentucky Derby weekend. The process has raised more than \$25,000 this year, a more than 50 percent increase from 2015.

The public may read the survivors’ stories and make donations to Bright Pink through May 8, 2015 at www.kentuckyderby.com/survivors.

“Churchill Downs is excited to welcome the survivors in this year’s Parade,” said **Ryan Jordan**, General Manager of Churchill Downs Racetrack. “This will be the eighth year that we have banded together with survivors, our partners and our fans in an effort to make a real difference in the fight against breast and ovarian cancer.”

The Survivors Parade is part of Churchill Downs’ Longines Kentucky Oaks eighth annual **Pink Out**, during which the track conducts fundraising, provides outreach and drives national breast and ovarian health awareness. Churchill Downs has donated more than \$740,000 to breast cancer organizations through the Pink Out celebration during the past seven years.

"Bright Pink is so honored to be part of this special tradition and to receive such incredible support from the Kentucky Oaks community," said **Lindsay Avner**, Founder and CEO of Bright Pink. "We hope the 142 breast and ovarian cancer survivors will walk tall and proud, knowing that Bright Pink and Churchill Downs are committed to the prevention and early detection of these diseases for generations to come."

About Churchill Downs Racetrack

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering. Churchill Downs will conduct the 142nd running of the Kentucky Derby Presented by Yum! Brands on May 7, 2016. www.ChurchillDowns.com.

About Longines

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as official timekeeper of world championships and as partner of international sports federation. Over the years, Longines has established solid, long-term relationships with the sporting world. Renowned for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of horological products. Using the winged hourglass as its emblem, the brand has outlets in over 150 countries. www.longines.com

About Bright Pink

Bright Pink is a national non-profit focused on the prevention and early detection of breast and ovarian cancer in young women. The organization's mission is to save women's lives from breast and ovarian cancer by empowering them to live proactively at a young age. Bright Pink's innovative programs educate and equip young women to [assess their risk](#) for breast and ovarian cancer, reduce their risk, and detect these diseases at early, non life-threatening stages. Founded in 2007, Bright Pink strives to reach the 52 million women in the US between the ages of 18-45 with this life-saving education. Put Awareness In Action™ at BrightPink.org.

About Horses and Hope

Founded in 2008 by Kentucky First Lady Jane Beshear and the Kentucky Cancer Program, Horses and Hope helps provide breast cancer awareness, education and early detection and treatment referral in Kentucky's horse racing industry. Utilizing its pink stable of volunteers, the organization focuses on programs at Kentucky's four thoroughbred race tracks to provide education and outreach for race fans and track

About Kroger

Kroger, one of the world's largest retailers, employs more than 400,000 associates who serve customers in 2,620 supermarkets and multi-department stores in 34 states and the District of Columbia under two dozen local banner names including Kroger, City Market, Dillons, Food 4 Less, Fred Meyer, Fry's, Harris Teeter, Jay C, King Soopers, QFC, Ralphs and Smith's. The company also operates 780 convenience stores, 327 fine jewelry stores, 1,342 supermarket fuel centers and 37 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and community organizations. Kroger contributes food and funds equal to 200 million meals a year through more than 100 Feeding America food bank partners. A leader in supplier diversity, Kroger is a proud member of the Billion Dollar Roundtable and the U.S. Hispanic Chamber's Million Dollar Club. Kroger's Louisville Division operates 97 stores in Kentucky, southern Indiana and southern Illinois.

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